

CONNECTED  
FOR THE FUTURE



Dear Colleague,

With FIA Mobility Conference Week drawing nearer, we look a little more closely at the Conference theme and suggest why clubs should get 'Connected for the Future'.

The basic principles that defined the automobile's shape, operation and impact during the first eight decades of its history were mostly evolutionary: systems were perfected, redesigned and re-imagined, but its core nature remained intact.

In the past three decades, however, the automobile has seen revolutionary changes – to the point where vehicles are becoming a major part of the communication network. This revolution requires that people and businesses change and adapt to survive in this new, hyper-connected world.

This need for adaptability, creative thinking and innovation is at the heart of FIA Mobility Conference Week 2013, according to Ortrud Birk, Director of Operations and Strategy at the FIA.

"This year's theme encompasses the changes affecting the automotive world in terms of connectivity while, at the same time, reminding Clubs of the great opportunity Conference Week provides for Club managers and experts to connect and exchange knowledge, experience and expertise at an international level about issues that concern them and their Clubs," she explained.

"The paradigm governing what constitutes a car is changing," she added. "The question now is not how a club services the motoring needs of its members but how will their members be moving in the future and how will clubs respond to their new requirements. At Conference Week, we hope to help develop responses to a shifting mobility landscape."

Ortrud also believes that connections for the future are not forged in the official sessions of Conference Week alone.

"I think the theme reminds us of the great opportunities FIA Conference Week offers to club managers and experts to meet once a year and exchange ideas concerning issues all clubs are dealing with," she said. "Last year we changed the format of Conference Week to promote just this kind of interaction. This year interaction and dialogue will be guaranteed in the formal sessions, through Q&A sessions and break-outs and, of course, through the week's social activities.

"The combination of plenary and more interactive sessions will provide excellent opportunities to 'connect' developments at national levels to trends at the international level, to learn from each other's successes and failures, and to confront barriers to achieving Club objectives."

The FIA University's Strategic Lobbying course, due to take place in The Hague from September 8-10 is another opportunity to connect. The course offers club staff an opportunity to discover and reinforce their knowledge of strategic lobbying, an essential tool and component for achieving public policy goals and business objectives.

To register for the **FIA University Course in Strategic Lobbying** in The Hague, Netherlands, September 8-10, please visit our website: [www.fia.com/mobility-world-motion/fia-university](http://www.fia.com/mobility-world-motion/fia-university).

To register for **FIA Conference Week 2013** in The Hague, Netherlands, September 10-13, please visit the Mobility Conference Week Registration section.

Looking forward to seeing you in September,

Your FIA Conference Week team

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